

ORDER



Orders
Order / Rev: 189675
Alt Order #: 6831506
Product Desc: order
Estimate: C22C28
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 07/06/12 / 10/26/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Detroit International Bridge
Demographic: A35+
Product Codes: PL2
Priority: P4
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	108	\$49,725.00	\$42,266.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	108	\$49,725.00	\$42,266.25	0.00
Totals	108	\$49,725.00	\$42,266.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	30%	\$49,725.00
Market	100%	\$165,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$49,725.00
WXMI	10%	\$16,575.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$49,725.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/22/12	10/22/12	Today Show 3	CM	10-11a	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$225.00		0.00			
E 2	WOOD	10/23/12	10/23/12		CM	10-11a	-T-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHW3-NBC Today Show 3 Today Show 3 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----- 1 \$225.00 0.00															
E 3	WOOD	10/24/12	10/24/12	Today Show 3 Today Show 3	CM	10-11a	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
TODAY SHW3-NBC Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --W---- 1 \$225.00 0.00															
E 4	WOOD	10/25/12	10/25/12	Today Show 3 Today Show 3	CM	10-11a	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
TODAY SHW3-NBC Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T--- 1 \$225.00 0.00															
E 5	WOOD	10/26/12	10/26/12	Today Show 3 Today Show 3	CM	10-11a	----F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
TODAY SHW3-NBC Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----F-- 1 \$225.00 0.00															
E 6	WOOD	10/22/12	10/22/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----- 2 \$450.00 0.00															
E 7	WOOD	10/23/12	10/23/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----- 1 \$450.00 0.00															
E 8	WOOD	10/24/12	10/24/12	Noon News News 8 @ Noon	CM	12-1p	--W----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --W---- 2 \$450.00 0.00															
E 9	WOOD	10/25/12	10/25/12	Noon News News 8 @ Noon	CM	12-1p	---T---	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T--- 1 \$450.00 0.00															
E 10	WOOD	10/26/12	10/26/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----F-- 2 \$450.00 0.00															
E 11	WOOD	10/22/12	10/22/12	M-F 2-3p Rachael Ray	CM	2-3p	M-----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----- 1 \$100.00 0.00															
E 12	WOOD	10/23/12	10/23/12	M-F 2-3p Rachael Ray	CM	2-3p	-T-----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----- 1 \$100.00 0.00															
E 13	WOOD	10/24/12	10/24/12	M-F 2-3p Rachael Ray	CM	2-3p	--W----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --W---- 1 \$100.00 0.00															
E 14	WOOD	10/25/12	10/25/12		CM	2-3p	---T---	:30	1	\$100.00	P5	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2-3p Rachael Ray											
				RACHEL RAY											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 ---T---					1	\$100.00		0.00			
E 15	WOOD	10/26/12	10/26/12	M-F 2-3p Rachael Ray	CM	2-3p	----F--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
				RACHEL RAY											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 ----F--					1	\$100.00		0.00			
E 16	WOOD	10/22/12	10/22/12	M-F 3-4p The Doctors	CM	3-4p	M-----	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
				DOCTORS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 M-----					2	\$100.00		0.00			
E 17	WOOD	10/23/12	10/23/12	M-F 3-4p The Doctors	CM	3-4p	-T-----	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
				DOCTORS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 -T-----					2	\$100.00		0.00			
E 18	WOOD	10/24/12	10/24/12	M-F 3-4p The Doctors	CM	3-4p	--W----	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
				DOCTORS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 --W----					2	\$100.00		0.00			
E 19	WOOD	10/25/12	10/25/12	M-F 3-4p The Doctors	CM	3-4p	---T---	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
				DOCTORS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 ---T---					2	\$100.00		0.00			
E 20	WOOD	10/26/12	10/26/12	M-F 3-4p The Doctors	CM	3-4p	----F--	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
				DOCTORS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 ----F--					2	\$100.00		0.00			
E 21	WOOD	10/22/12	10/22/12	M-F 4-5p Ellen	CM	4-5p	M-----	:30	2	\$250.00	P5	0.00	NM	2	\$500.00
				ELLEN											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 M-----					2	\$250.00		0.00			
E 22	WOOD	10/23/12	10/23/12	M-F 4-5p Ellen	CM	4-5p	-T-----	:30	2	\$250.00	P5	0.00	NM	2	\$500.00
				ELLEN											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 -T-----					2	\$250.00		0.00			
E 23	WOOD	10/24/12	10/24/12	M-F 4-5p Ellen	CM	4-5p	--W----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
				ELLEN											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 --W----					1	\$250.00		0.00			
E 24	WOOD	10/24/12	10/24/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p	--W----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
				ELLEN											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 --W----					1	\$1,000.00		0.00			
E 25	WOOD	10/26/12	10/26/12	M-F 4-5p Ellen	CM	4-5p	----F--	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
				ELLEN											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 10/22/12 10/28/12 ----F--					1	\$250.00		0.00			
E 26	WOOD	10/22/12	10/22/12		CM	5a-6am	M-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5am Daybreak															
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 27	WOOD	10/23/12	10/23/12	5am Daybreak	CM	5a-6am	-T-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$200.00		0.00						
E 28	WOOD	10/24/12	10/24/12	5am Daybreak	CM	5a-6am	--W----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
E 29	WOOD	10/25/12	10/25/12	5am Daybreak	CM	5a-6am	---T---	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$200.00		0.00						
E 30	WOOD	10/26/12	10/26/12	5am Daybreak	CM	5a-6am	----F--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$200.00		0.00						
E 31	WOOD	10/22/12	10/22/12	6am Daybreak	CM	6-7a	M-----	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-----	1		\$475.00		0.00						
E 32	WOOD	10/23/12	10/23/12	6am Daybreak	CM	6-7a	-T-----	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$475.00		0.00						
E 33	WOOD	10/24/12	10/24/12	6am Daybreak	CM	6-7a	--W----	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$475.00		0.00						
E 34	WOOD	10/25/12	10/25/12	6am Daybreak	CM	6-7a	---T---	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$475.00		0.00						
E 35	WOOD	10/26/12	10/26/12	6am Daybreak	CM	6-7a	----F--	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$475.00		0.00						
E 36	WOOD	10/22/12	10/22/12	Today Show M-F	CM	658-9a	M-----	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-----	2		\$750.00		0.00						
E 37	WOOD	10/23/12	10/23/12	Today Show M-F	CM	658-9a	-T-----	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	2		\$750.00		0.00						
E 38	WOOD	10/24/12	10/24/12		CM	658-9a	--W----	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00

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TODAY SHOW Today Show M-F Today Show TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 2 \$750.00 0.00															
E 39	WOOD	10/25/12	10/25/12	Today Show M-F Today Show	CM	658-9a	---T---	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 2 \$750.00 0.00															
E 40	WOOD	10/26/12	10/26/12	Today Show M-F Today Show	CM	658-9a	----F--	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 2 \$750.00 0.00															
E 41	WOOD	10/27/12	10/27/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$300.00 0.00															
E 42	WOOD	10/27/12	10/27/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	2	\$600.00	P3	0.00	NM	2	\$1,200.00
NEWS 8A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 2 \$600.00 0.00															
E 43	WOOD	10/28/12	10/28/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	2	\$175.00	P4	0.00	NM	2	\$350.00
SU DAYBREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 2 \$175.00 0.00															
E 44	WOOD	10/28/12	10/28/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
NWS8 DAYBK SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$475.00 0.00															
E 45	WOOD	10/28/12	10/28/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	2	\$650.00	P4	0.00	NM	2	\$1,300.00
TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 2 \$650.00 0.00															
E 46	WOOD	10/22/12	10/22/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
NEWS 8 AT 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$700.00 0.00															
E 47	WOOD	10/23/12	10/23/12	M-F 5p News M-F News 8 @5p	CM	5-530p	-T-----	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
NEWS 8 AT 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$700.00 0.00															
E 48	WOOD	10/24/12	10/24/12	M-F 5p News M-F News 8 @5p	CM	5-530p	--W----	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
NEWS 8 AT 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$700.00 0.00															
E 49	WOOD	10/25/12	10/25/12	M-F 5p News M-F News 8 @5p	CM	5-530p	---T---	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
NEWS 8 AT 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$700.00 0.00															
E 50	WOOD	10/26/12	10/26/12		CM	10-11p	----F--	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00

Order / Rev: 189675
 Alt Order #: 6831506
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C22C28

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri Hour 3 Friday 10-11p NEWS 8 AT 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,300.00 0.00															
E 51	WOOD	10/22/12	10/22/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS 8 AT /NEWS8 AT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$800.00 0.00															
E 52	WOOD	10/23/12	10/23/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-T-----	:30	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS 8 AT /NEWS8 AT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$800.00 0.00															
E 53	WOOD	10/24/12	10/24/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--W----	:30	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS 8 AT /NEWS8 AT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$800.00 0.00															
E 54	WOOD	10/25/12	10/25/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---T---	:30	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS 8 AT /NEWS8 AT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$800.00 0.00															
E 55	WOOD	10/26/12	10/26/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	----F--	:30	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS 8 AT /NEWS8 AT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$800.00 0.00															
E 56	WOOD	10/22/12	10/22/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	M-----	:30	1	\$1,100.00	P5	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$1,100.00 0.00															
E 57	WOOD	10/23/12	10/23/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	-T-----	:30	1	\$1,100.00	P5	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$1,100.00 0.00															
E 58	WOOD	10/24/12	10/24/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	--W----	:30	1	\$1,100.00	P5	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$1,100.00 0.00															
E 59	WOOD	10/26/12	10/26/12	LN M-F M-F News 8 @ 11	CM	11-1135p	----F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,500.00 0.00															
E 60	WOOD	10/27/12	10/27/12	Sat Hour 3 Saturday 10-11p	CM	10-11p	-----S-	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$500.00 0.00															
E 61	WOOD	10/27/12	10/27/12	Sat 6p News 8 Sat News 8 @ 6p	CM	6-630p	-----S-	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
SA NWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$650.00 0.00															
E 62	WOOD	10/28/12	10/28/12		CM	6-7p	-----S	:30	1	\$850.00	P4	0.00	NM	1	\$850.00

Order / Rev: 189675
 Alt Order #: 6831506
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C22C28

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun 6p News 8 Sun News 8 @6p SU NWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$850.00 0.00															
E 63	WOOD	10/22/12	10/22/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	M-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 2 \$300.00 0.00															
E 64	WOOD	10/23/12	10/23/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	-T-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 2 \$300.00 0.00															
E 65	WOOD	10/24/12	10/24/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	--W----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 2 \$300.00 0.00															
E 66	WOOD	10/25/12	10/25/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	---T---	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 2 \$300.00 0.00															
E 67	WOOD	10/26/12	10/26/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	----F--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 2 \$300.00 0.00															
E 68	WOOD	10/22/12	10/22/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$650.00	P5	0.00	NM	1	\$650.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$650.00 0.00															
E 69	WOOD	10/23/12	10/23/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-T-----	:30	1	\$650.00	P5	0.00	NM	1	\$650.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$650.00 0.00															
E 70	WOOD	10/24/12	10/24/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--W----	:30	1	\$650.00	P5	0.00	NM	1	\$650.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$650.00 0.00															
E 71	WOOD	10/25/12	10/25/12	LN M-F M-F News 8 @ 11	CM	11-1135p	---T---	:30	1	\$650.00	P5	0.00	NM	1	\$650.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$650.00 0.00															
E 72	WOOD	10/26/12	10/26/12	5am Daybreak 5am Daybreak	CM	5a-6am	----F--	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$250.00 0.00															
E 73	WOOD	10/22/12	10/22/12	M-F 7-730p Inside Edition	CM	7-730p	M-----	:30	1	\$425.00	P5	0.00	NM	1	\$425.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$425.00 0.00															
E 74	WOOD	10/23/12	10/23/12		CM	7-730p	-T-----	:30	1	\$425.00	P5	0.00	NM	1	\$425.00

Order / Rev: 189675
 Alt Order #: 6831506
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C22C28

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-730p Inside Edition											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-T-----			1		\$425.00		0.00				
E 77	WOOD	10/24/12	10/24/12	Wed Hour 2 Wednesday 9-10p	CM	9-10p	--W----	:30	1	\$1,275.00	P4	0.00	NM	1	\$1,275.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----			1		\$1,275.00		0.00				
E 78	WOOD	10/22/12	10/22/12	M-F 730-8p Access Hollywood	CM	730-8p	M-----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
ACCESS HOLLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	M-----			1		\$250.00		0.00				
E 79	WOOD	10/23/12	10/23/12	M-F 730-8p Access Hollywood	CM	730-8p	-T-----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
ACCESS HOLLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-T-----			1		\$250.00		0.00				
E 80	WOOD	10/24/12	10/24/12	M-F 730-8p Access Hollywood	CM	730-8p	--W----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
ACCESS HOLLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----			1		\$250.00		0.00				
E 81	WOOD	10/25/12	10/25/12	M-F 730-8p Access Hollywood	CM	730-8p	---T---	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
ACCESS HOLLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	---T---			1		\$250.00		0.00				
E 82	WOOD	10/26/12	10/26/12	M-F 730-8p Access Hollywood	CM	730-8p	----F--	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
ACCESS HOLLYWD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	----F--			1		\$250.00		0.00				
E 83	WOOD	10/27/12	10/27/12	Sa Prime Sat Prime Rotator	CM	758-11p	-----S-	:30	1	\$300.00	P6	0.00	NM	1	\$300.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S-			1		\$300.00		0.00				
E 84	WOOD	10/27/12	10/27/12	Sa Prime Sat Prime Rotator	CM	758-11p	-----S-	:30	1	\$250.00	P6	0.00	NM	1	\$250.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S-			1		\$250.00		0.00				
E 85	WOOD	10/28/12	10/28/12	FB Night in Amer Pre Ga Football Night in America	CM	7-8p (7:00 PM-8:00 PM)	-----S	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S			1		\$700.00		0.00				
E 86	WOOD	10/28/12	10/28/12	NFL Football Sunday Night Football	CM	8-1130p (8:00 PM-11:30 PM)	-----S	:30	1	\$1,000.00	P5	0.00	NM	1	\$1,000.00
HARRY S LAW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S			1		\$1,000.00		0.00				
N 87	WOOD	10/23/12	10/26/12	M-F 11a-12p eightWest	CM	11a-12p	-TWTF--	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-TWTF--			1		\$125.00		0.00				
Totals													108	\$49,725.00	